DESIGN CHALLENGE

SEED·SPOT SCHOOLS

==**SEED SPOT needs YOUR help solving a BIG PROBLEM.**==

At SEED SPOT, we are on a mission to educate, accelerate, and invest in entrepreneurs. We believe in the power of entrepreneurship to solve some of the world's greatest challenges.

Today, we are assigning you a mission. Try to answer the following question:

How might we feed the 40 million Americans who do not have access to AFFORDABLE, NUTRITIOUS, and SUFFICIENT food?

The Problem: Food Security and Nutrition

- Today, **1 in 8 people** in the United States are <u>food insecure</u>, meaning they do not have access to affordable, nutritious, or sufficient food. This includes more than **12 million children** who are food insecure.

- Food security encompasses:
  - Access to food all year around
  - Access to nutritious food
  - Sustainable food systems
  - Zero food loss or food waste

Food insecurity affects people in all parts of our nation, including people in your community.
So, we need YOU to help solve this issues for your school or community. How would you do this?

Step 1: Define the Problem

Think about this problem as it relates to your school or community. Now, in one sentence, write out the problem you are trying to solve for in your school or community.

The Problem:_____

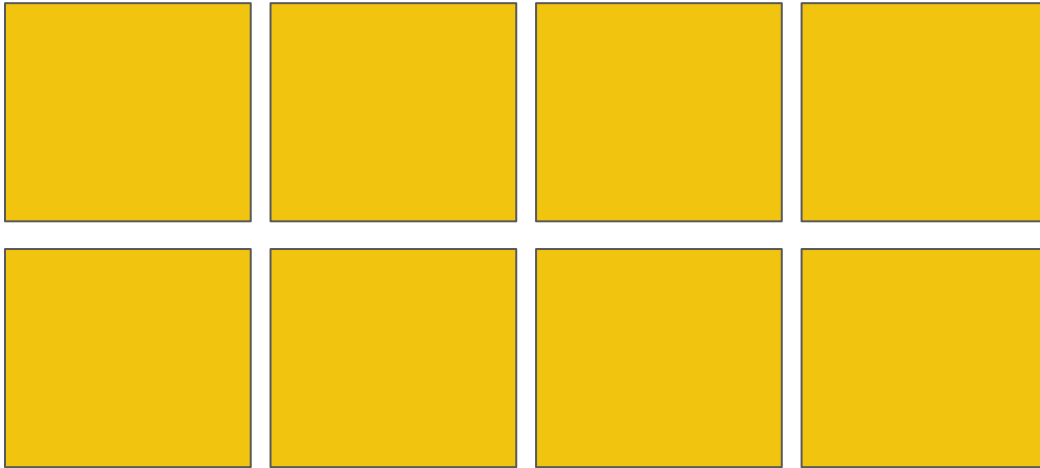## Step 2: Who are you Solving for?

Think about your stakeholder. Who are they exactly? What are their wants, needs, and fears as it relates to the problem you are trying to solve for? How does this affect what they think, say, do and feel?

At SEED SPOT, we use an Empathy Map to clearly outline a stakeholder's wants, needs, and fears related to a problem we're solving for. Fill out one for your stakeholder.

Stakeholder Empathy Map

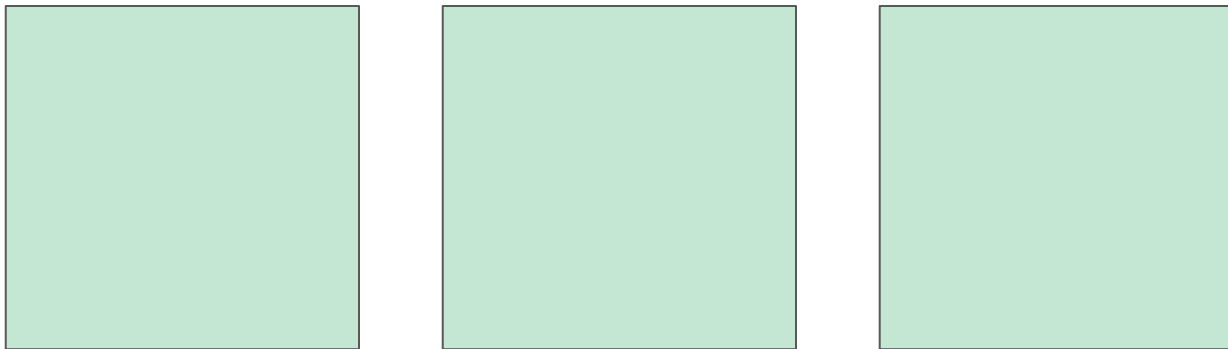| SAY	DO
THINK	**FEEL**

DESIGN CHALLENGE

Step 3: Crazy 8 Brainstorm

Just dream. Write out 8 potential solutions to the problem. These can be anything - a product, technology, application, or service. Don't judge the idea. Just put it down in a box!

Step 4: Sketch it out

We're looking for BOLD, RADICAL, and INNOVATIVE solutions to this problem. So sketch 3 of the most innovative solutions you came up with in the exercise in Step 3. *Tip! Think about how technology could be used to create a more innovative solution.*

After you've sketched out your ideas, PICK ONE! Which do you feel most passionate about? Which one do you think is the most innovative and will have the greatest impact in addressing the problem you are solving for?

Step 5: Pitch it out!

Communicate your brilliant idea through a short pitch. Pitch in front of an audience or even post your pitch on social media and tag #seedspot to share your solution. *Tip! Show your sketch or make a prototype to highlight your solution to your audience.*

PROBLEM

What are you trying to fix? Include facts, data, and or statistics. Who are you solving for?

SOLUTION

What are you offering to fix this problem?

Impact

How does your solution make an impact on the problem your stakeholder experiences?

ASK

What do you need to be successful?

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S C H O O L S

Additional Resources on Food Security:
- *Sustainable Development Goals - Goal 2. Zero Hunger:*
  https://www.un.org/sustainabledevelopment/hunger/

- *Food Insecurity in the US:*
  https://hungerandhealth.feedingamerica.org/understand-food-insecurity/

- *Misfit Foods*
  https://misfitoddsquad.com/about

- *Agriculture and Food Security:*
  https://www.usaid.gov/what-we-do/agriculture-and-food-security

- *The Impossible Burger:*
  https://impossiblefoods.com/mission/

- *Technology and Food Security:*
  https://singularityhub.com/2018/09/05/tech-can-sustainably-feed-developing-world-cities-of-the-future-heres-how/#sm.00000sqrjad19mfmkxls2zt8m29m2

Want to learn more about SEED SPOT?
- **SEED SPOT in Communities**:
  https://seedspot.org/communities/

- **SEED SPOT in Schools** - *bring the SEED SPOT curriculum to your school!* https://seedspot.org/schools/